

AN ORDINANCE

TO AMEND SECTION 19-6.6.6, "SPECIAL PURPOSE SIGNS", OF THE LAND MANAGEMENT ORDINANCE TO PROVIDE LIMITED OPPORTUNITIES FOR CERTAIN OFF-PREMISES SIGNS AND TO AMEND SECTION 19-11.2, "DEFINITIONS", OF THE LAND MANAGEMENT ORDINANCE TO PROVIDE DEFINITIONS OF 'MULTI-TENANT SIGN' AND 'SINGLE-TENANT SIGN'

WHEREAS, owners of property located near, but off of, commercial corridors have approached the City about allowing off premises signs under limited circumstances; and

WHEREAS, City staff has met with realtors and developers and is now proposing an option for an off-premises sign in lieu of an on-premises sign; and

WHEREAS, the Land Management Ordinance (LMO) uses the terms "multi-tenant sign" and "single-tenant sign", however, these terms are not currently defined in the LMO; and

WHEREAS, the City Planning Commission, pursuant to public notice, held a public hearing on October 13, 2011, to consider amending Section 19-6.6.6, "Special Purpose Signs", to provide limited opportunities for off-premises signs and Section 19-11.2, "Definitions", to provide definitions for "multi-tenant sign" and "single-tenant sign", and the Commission recommended approval of the proposed amendments reflected on the attached Exhibit entitled "Proposed amendments to Section 19-6.6.6, 'Special Purpose Signs', and Section 19-11.2, 'Definitions'"; and

WHEREAS, City Council finds these amendments to Sections 19-6.6.6 and 19-11.2, to be compatible with the City's goal of promoting flexibility in its land use regulations;

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF GREENVILLE, SOUTH CAROLINA that:

1. Section 19-6.6.6, "Special Purpose Signs", of the LMO is amended as reflected in the Exhibit, which is attached hereto and incorporated herein by reference, to provide limited opportunities for off-premises signs.

2. Section 19-11.2, "Definitions", of the LMO is amended as reflected in the Exhibit, which is attached hereto and incorporated herein by reference, to provide definitions for "multi-tenant sign" and "single-tenant sign."

This Ordinance shall become effective upon second and final reading by City Council.

DONE, RATIFIED AND PASSED THIS THE 14 DAY OF November, 2011.

Lillian Brock Hemming
ViceMAYOR Pro Tem

ATTEST:

Camilla G. Pitsas
CITY CLERK

APPROVED AS TO FORM:

Paul W. McKinnon
CITY ATTORNEY

REVIEWED:

John G. Gable
CITY MANAGER

EXHIBIT

**Proposed amendments to Sec 19-6.6.6, *Special Purpose Signs*,
and
Sec 19-11.2, *Definitions***

Add to Section 19-6.6.6, Special Purpose Signs:

(H) Off-Premise Signs. Off-premise signs shall be permitted under the following conditions:

- (1) The off-premise sign shall be in lieu of all on-premise freestanding signs. An easement between the Grantor (property owner where the sign is located) and the Grantee (property owner where the business is located) shall be recorded, and shall include 1) a prohibition of on-premise freestanding signs on the property of the Grantee; and 2) a provision providing notice to the City when the easement is terminated. The easement shall be provided to the City for review prior to recording.
- (2) The off-premise sign shall only be installed on a multi-tenant sign that complies with the provisions of Section 19-6.6.4. An off-premise sign shall not be installed on a non-conforming sign.
- (3) The property on which the off-premise sign is located shall be within 1000 feet of the property on which the business being advertised is located.

Add to Section 19-11.2, Definitions:

Sign, multi-tenant. A freestanding sign designed and approved to display the names of more than one licensed and legally-established business.

Sign, single-tenant. A freestanding sign designed and approved to display the name of only one licensed and legally-established business.